Department of Marketing Journal List  
*August 28, 2019*

**Elite Journals**
- Journal of Marketing
- Journal of Marketing Research
- Journal of the Academy of Marketing Science
- Journal of Business Research
- Journal of Retailing
- Journal of Service Research

**Category 1**
- *AMS Review*
- *European Journal of Marketing*
- *Industrial Marketing Management*
- *Journal of Advertising*
- *Journal of Advertising Research*
- *Journal of Interactive Marketing*
- *Journal of Public Policy and Marketing*
- *Journal of Marketing Education*
- *Journal of Marketing Theory and Practice*
- *Journal of Services Marketing*
- *Psychology and Marketing*
- International Journal of Advertising
- International Marketing Review
- Journal of Business-to-Business Marketing
- Journal of Brand Management
- Journal of Consumer Marketing
- Journal of International Marketing
- Journal of Personal Selling and Sales Management
- Journal of Product and Brand Management
- Journal of Retailing and Consumer Services
- Marketing Education Review
- Marketing Letters
- Marketing Theory

**Notes:**

A publication in a journal of another discipline will be valued based on the relevant Auburn University department’s evaluation of that journal.

Consideration of journal tiers involved an assessment of the Association of Business Schools (ABS) rankings, the ABCD Australian Business Dean’s Council ‘Journal Quality List,’ and the *Financial Times* Top 50 publications.

Within Category 1, faculty are encouraged to target outlets designated with a star*.

Faculty providing substantial supporting evidence may petition for edits/additions to the journal list; pending approval of the tenured faculty.